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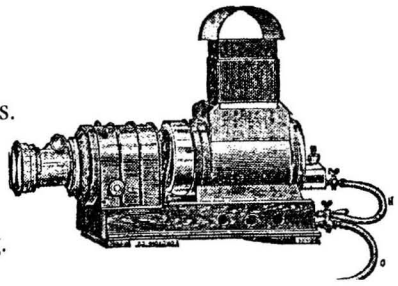
INTRODUCTION TO EBAY

By Sue Hall

It is unusual for the Gazette to be dedicated to a singular subject. In general the attempt is to cover a variety of topics in the hope that there will be something of interest for all our members.

This issue is an exception. The subject chosen is buying and selling on the Internet, more specifically, on eBay, now the world's largest auction company. When we first became aware of it, eBay was listing 200,000 plus items for sale. Now there is in excess of 800,000 plus. This growth in just one year!

Why will this issue be of interest to you?



1. New users or those who may use it in the future will have a "how-to" manual at their fingertips.

2. Experienced users are sure to gain some new information and ideas. We did.

3. For the rest of you just knowing "what's going on," as Carl states in his article, is a good thing.

Please respond to the editors with any comments, questions, or helpful information we can include in a future issue.

Slide Images from the Cleavend Convention

- The various slides shown throughout this issue were taken during shows at the June convention by Jack Judson, using his super duper new digital camera. He then forwarded the floppy disks to the editors and Larry Cederblom transferred the pictures to his disk for insertion in the Gazette. Amazing!

continued page 3

INSIDE

- Financial Report
- NW Corner Meeting
- Bits and Pieces

Yearly dues are due on Jan. 1. Please send to Secretary/Treasurer, Ralph Shape

SELLING ON EBAY, AN INTRODUCTION WITH A HANDFUL OF TIPS

By Karl Link

Four letters: eBay. Especially in the antiques and collectibles field they have become an almost magical word. The greatest auction sales event anywhere, is running seven days a week, day and night. What is new and groundbreaking about it? It is run by computer and through the Internet. This auction however, is not done quite the way auctions are commonly done. eBay, the business firm, provides all the means and rules, in short, all the service necessary to run an auction. Any person who wishes to sell an item can use the eBay service to present that item through the eBay computer auction system, provided you have a computer and access to the Internet.

And suddenly a windblown but dusty antique shop in Sleepytown, ON (OutNowhere) bristles with activity, and a worn-out, low-paid dad exiled by family into his crammy garage or junk-filled basement turns into a successful business man leaving his family in a state of utter disbelief. Aren't we fantasizing here? No, not really. At least not much.

eBay has been a revelation to many, a revolution to others. It solved a problem many people faced: How to sell my stuff? There are other ways, but eBay provided a new option, opened a new market, and made everyone's garage sale an international event.

When I was asked to write an article on eBay a question came to mind. Why me? Now, to many of you this may sound rather funny and a sort of typical reaction of a sort of typical kind of person in particular. Not so in this case. I am not a computer enthusiast and cannot possibly explain computers and the Internet. (Luckily for all of us, that is not necessary.) I look at computers the way I look at automobiles. I use cars for obvious reasons: because they are useful, practical, convenient, no great trouble, and fun. These are the very reasons I am using eBay. It's easy, it's practical, and it's fun.

eBay is so easy to use that anyone who has ever tried to fill out a tax form will be over-qualified. All the information you need to use eBay, you will find on eBay's own pages. These are well explained, easy to follow directions, a help page with examples, tutorials, and tips. Also, you can ask and find help from other eBay users; you can find web pages with information about eBay written by eBay subscribers telling you how to use pictures on eBay, and more. All you need to know besides the general rules of good salesmanship, are the very basics of how to handle you computer at home.

When dealing with eBay, be sure to read carefully through all the print, regulations, and rules. Don't do anything until you understand the process. Just one example to illustrate what I mean: eBay is not responsible for your successful sale. They are only liable for providing their auction service. It is a good idea to print out all the relevant pages from eBay and read them carefully. You may wish to discuss them with an experienced user until you are confident you understand. As with any auction or sale, you have to familiarize yourself with the local rules; they may be different from what you know or have experienced.

Of course the best way to get to know eBay is having a friend explain it to you. But even without such a friend, just by watching and following a few auctions you will be able to understand how it works. Therefore, I don't think I will need to explain all the details. Again, you find all the necessary information well-explained on eBay itself. Instead what you will find below is a brief outline on how to sell on eBay. We will go through one example of selling an item on eBay, focusing not so much on what you can read for yourself but on those aspects that are not explicitly covered.

Selling on eBay, Generally Speaking:

eBay is financed by sellers. It is the seller who pays for all the service and not the buyer. So, what is your advantage of using eBay as your sales medium? First of all the fees you are required to pay when selling on eBay are small compared to most other ways of selling, especially when compared to consigning items to other auction organizers. You save here. There are only two required fees. One, the Insertion Fee, is a fee for listing your item on eBay. It is determined by your opening bid amount. The higher the opening bid, the higher your Insertion Fee (for example, you pay 25 cents for an opening bid of up to $9.99). The other fee, called Final Value Fee, is only due if your item has received a successful bid. Again, the amount due depends on the amount of the highest successful bid, but is not more than 5% of that amount.

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To give an example, let's say we want to sell the following book on eBay: *The Magic Lantern Manual,* by W.J. Chadwick, London 1878; 138 pages with illustrations. Our opening bid is, say $15, which means we will pay 50 cents Insertion Fee. At the end of the auction the highest successful bid was $100. At that level we pay 2.5% of Final Value Fee, which is $2.50. Total to be paid to eBay: $3.

Second advantage: You don't need a shop. You may even give up your booth in an antique mall or your stand at the flea market and save the rent. You can use eBay and sell right from your home or garage.

Third advantage: Because the Internet is used by millions of people around the world any item displayed can potentially be viewed by millions. If your magic lantern shop happens to suffer from a lack of customers, this will be a big help; regardless whether that is because you live in a small village in Alaska or you are trying to sell something that is bought by only a small clientele.

Of course you could get the last two advantages without eBay by just having your own homepage on the Internet offering your items for sale. But homepages do not attract as much attention and interest as do auctions. And as far as auctions go, eBay is BIGGEST!

Are there any disadvantages when selling on eBay? Yes. I will mention some. **First**: You are using computers, electronic machines that can quit on you, crash, or through no fault of their own become debilitated. Imagine such a think as a power failure causing an interruption in your business activity. Be prepared for such emergencies. Be sure to have duplicate copies of all important information stored somewhere safe so you do not lose it. Keep printouts of all stages of your transactions and of all transaction-related communication.

eBay has an announcement board keeping you updated on the latest events affecting eBay's own computers. You find it under "News/Chat - Announcements". However, if they are having a serious problem you may not be able to get through.

Second: It is absolutely unpredictable how much any item will bring, there is no guarantee that eBay will be your gold mine.

Third: eBay is at it's best if you have something to sell that is fairly uncommon and/or you just need a greater number of interested customers. An item I can buy every day in my shop around the corner is not going to sell well, unless its price is low indeed! Like a mail order business, selling on eBay has to take into account costs for safe shipping and handling. Especially for items at the low price end or very heavy objects, buyers will think twice about how much they are going to bid because most sellers require the buyer to pay postage and insurance.

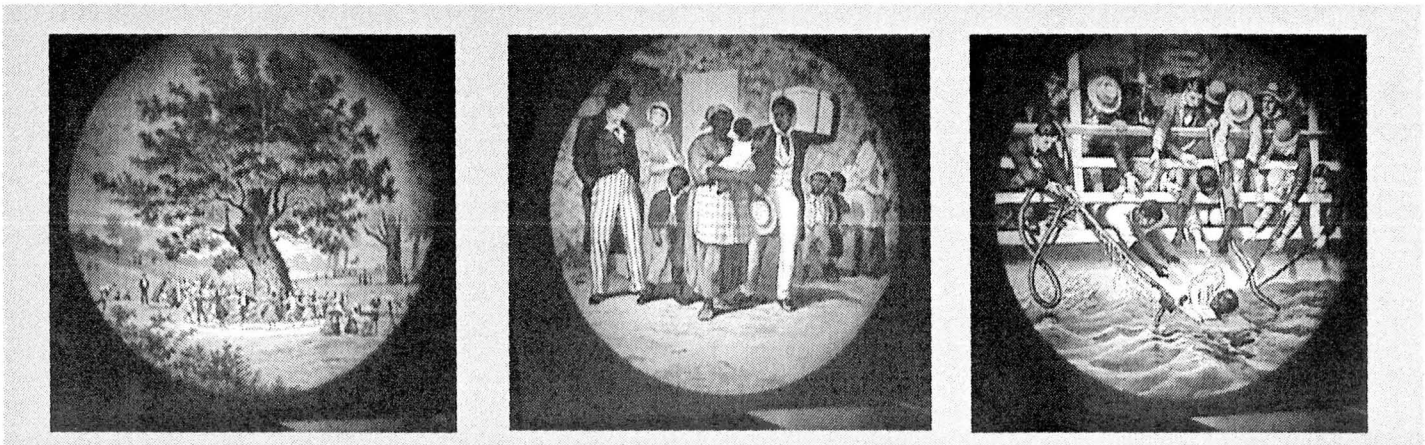
What Do You Need to Start Selling on eBay?

You need a computer with access to Internet and e-mail. Optional are software programs to assist with general bookkeeping: handling addresses, merchandise, labels, correspondence. I have heard of software programs specifically designed for eBay, but can not tell you much more. If you would like to show pictures of your items, you will either need a scanner to convert regular pictures into electronic image files or you can use a digital camera. Pictures also require that you have some webspace somewhere where you can place your image files for everybody to look at.

As far as eBay itself is concerned, you have to become what is called a registered user. This only means that you fill out a registration form on eBay asking for very basic facts: Your name, address, phone number, e-mail address; no more is required. Whether you are a seller or a buyer you have to rely on this information. This is all you will know about each other. You will not know if you are dealing with a five-year old or 105-year old. How do you know you can rely on it? Will it work? No one will verify or monitor registered user information, but keep in mind as a seller you want these payments to arrive at the right address and as a buyer you like to see the same with whatever you bought.

continued page 4

CONVENTION SLIDE IMAGES continued



EBAY continued

For every eBay user there is a feature called 'feedback rating.' It contains comments made by others about their experience with a particular user. This serves as an indicator telling you something about that person. You may not wish to sell to someone with a poor feedback rating. What you could do is state as part of your conditions of sale that bidders with poor feedback rating will not be accepted. (You do have the option of canceling bids, please see eBay regulations for more detail.)

So far so good, but let's say your buyer is a new member and has no feedback. It's a risk, but a slim one. You can stay on the safe side, wait until payment arrives, check is cleared, and then send the goods. Don't forget to give feedback. It's an important eBay community service.

One more think about feedback rating, take it with a grain of salt! Not everyone will give you feedback for whatever reasons, laziness being just one among many. Also standards, values, and opinions can vary considerably and what is a magic lantern in excellent condition to you may be a piece of junk (oh yes!) for someone else. One of these very demanding buyers just may give you negative feedback. Look at the overall pattern and don't let yourself be deceived by a singular event. We all make mistakes once in a while.

How do you pay your eBay fees? It is not required to open a credit card account with eBay but it is easier. If you wish to pay by check that is no problem although you are then responsible for timely payment.

You must also think about how many items you plan on selling. Then plan ahead and estimate the amount of time you will need to handle all your tasks like: Listing items, answering e-mails, packaging and shipping, keeping track of records, late customers, lost packages, etc. It is easy to list many items but don't neglect the follow-up work; when an auction ends it is not over yet. Your work is just beginning to enter it's last phase and it may take two more weeks until you finally pack up the item and ship it (not counting complaints or returns). But is it worth it? In the long-run, yes.

Let's Get Started Selling:

You find eBay under: "http://www.ebay.com/". This will lead you to their homepage, with all the options and information. You can click with your mouse on any of the signs and find out what they are about.

To begin selling click on "Sellers" and in the following page all the seller services are displayed. Click on "Add your item": you will find the form that is used to list items on eBay. Bookmark this page. You will use it frequently until you become so familiar with it that you can start using the "quick entry form".

Before continuing it may be a good idea to first print out the following from eBay:
- all regulations (please read);
- an actual auction item (choose one without and one with a picture);
- an "Add your item" form; you can read and at the same time fill out the form for practice. I found it a great help to fill out such a form for every item before actually doing it on the computer.

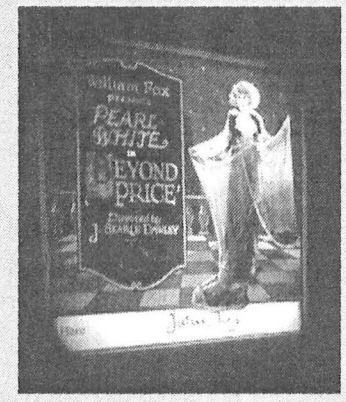
We will now go through each point of an "Add your item" form.

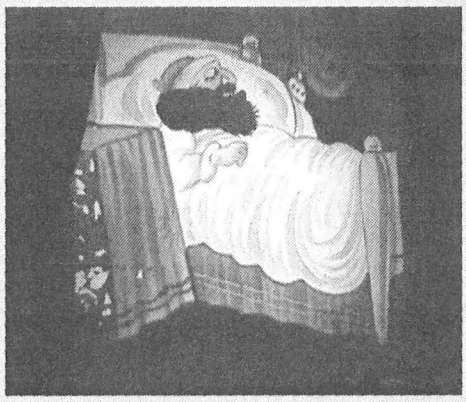
1. Enter your user ID and password:

(Your password is your secret.)

Your User ID is your e-mail address unless you have requested a special ID. Many people do not use their e-mail address, but instead use a nickname. Why? With some it is a question of fun and freedom of expressing yourself which has led them to adopt IDs like: crimson lady, Mr. purr, ubet, lonehound. Others prefer to indicate their significant interest by naming themselves: barbiedoll, MovieKid, kodaking, magicslide. Also, you may wish to do it for practicality. Let's say your e-mail address is: QBZGXSCZ@0987654321.$&###.XYZ.net.

CONVENTION SLIDE IMAGES continued





How much more convenient to type a short nickname instead!

2. Title:

Here is the first of the important entries. Your title has a major influence on how well the item will sell. Make it a clear, concise description, but phrased such as to make it an appetizing and interesting one. Non-descriptive titles like: Great Old Book, are not very helpful. Only 45 characters are allowed for the title line, so it's a bit difficult. Remember also that buyers may use a search program to find their objects of desire, so choose words that fit into known search categories. Don't use general or widespread words like: great, old, antique, or at least let these not stand all by themselves.

3. Item location:

Some people will name their town or state, or just a zip code, or some funny version of it, like 'Sunny Seattle' or Welcome to Hollywood'.

4. Category:

Another important choice to make. If your item does exactly fit one of the given categories, fine. But if not, or if you could choose from several you have to go by your best guess or by the category you think will be the best selling one. Take for example the following book: The Magic Lantern, or Amusing and Instructive Exhibitions for Young People by Elizabeth Sandham, Philadelphia 1807; 120 pages with illustrations.

You could use any of the following categories: a) Antiques: Books and Manuscripts; b) Books: Rare; c) Collectibles: Antiques; d) Toys: Games & Hobbies: General. Find out all possible categories for your item before deciding which one to take. You have to choose one, and although you cannot use two categories at the same time, you don't have to stick to one category. It is allowed to change your category anytime during an ongoing auction. It is best to review book entries already listed in these categories to see where yours may best fit.

5. Description:

This is the section where you can describe in detail what your item is, what it looks like, what your conditions for the sale are, and so on. Whatever you write, eBay reserves the right to edit it. (We have not known this to happen.)

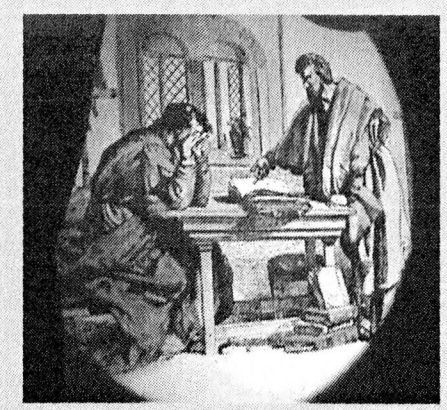
There is essentially two parts to the description section. The first, your item description, should point out all the important facts about the object up for auction: What it is, how many pieces, its size, shape, weight, color, its condition, what flaws you know of, and whatever else you think could be of help. The second part should state your rules and sale conditions. eBay rules and regulations do not fully cover your actual sales conditions because eBay is not the actual seller. They only facilitate the sale. Therefore, to state your conditions will help to avoid unnecessary discussions and frustrating experiences, although not all sellers do that.

Here are the most common points you can clarify:
- who is going to pay for shipping and handling fees, and how much will it be;
- will insurance be included, who pays;
- are you shipping only with one carrier, or are you open to requests;
- what payment method do you accept;
- when must payment be received before you will cancel the sale;
- do you wish the seller to contact you for verification (of sale);
- do you allow the right to return, within how many days and under what circumstance;
- what is your refund policy, will there be any fees;
- if packages are returned, who is going to pay for shipping;
- will you be available for questions.

You do not have to write all of this down with every single description of every single item you are selling. You could ask the buyer to refer to your own Rules and Regulations Webpage.

continued page 6

CONVENTION SLIDE IMAGES continued



EBAY continued

Descriptions are plain text only, unless you use what is called HTML tags. HTML tags are symbols that allow you to change certain features of this text according to certain rules. The simplest examples are, you can make a word or phrase appear in italics or boldface or different size. It is a little like using a secret language. A certain tag on a word will give this word a different look. Get the rules and try it. Perhaps you will find it easier than expected. If you would like to have fancy designed descriptions, or just more presentable ones, the easiest way to do it is to create your own webpages and use these for display.

6. Picture URL:

You can add pictures of your item to complement your description. Pictures are optional. They also are additional work, but a good picture can save you a lot of time trying to describe what anyone can plainly see. As a rule, an item with a picture will sell better than the same item without a picture. (The exception being items that everyone is very familiar with, for example a soda can.)

Pictures are added either in this section by giving the exact webspace address of the picture, or you can add pictures in #5 description section by using the "formula" given by eBay. In either case you will need the exact web address where your picture file is posted, which can be on your own or some rented website.

To get electronic picture files of an object you either take a picture with a digital camera and use this or you scan a regular picture with a scanner, which will give you an electronic scan file you can use. As mentioned earlier you will need webspace to post your image files. Check if your Internet server will provide webspace or you already have it as part of the package you bought from them.

For more information on How To Add Pictures, please read the guidelines from eBay. You can also find several websites of people that have used eBay describing their 'best way' of adding pictures. Look at the kind of pictures other eBay sellers have and if you like one why not e-mail that person and ask how it's done?

In case you find that your picture is not showing the right colors or is too dark and you can not get it any better, add a note to your description explaining the difference. Check how your picture will actually look once shown on eBay!

So far we have assumed that all the pictures you want are just a plain type of photo, so to speak. If you prefer to have a beautifully designed image with a photo of your item fitted in somewhere, you can do so. But, it is a more demanding task. It requires a suitable software program allowing you to use and create designs and incorporate photos and text. It will look very professional, but is not a requirement of good sales! It has the advantage of showing your personal touch, your additional notes and references, and may even contain links to your own Magic Lantern Home Page.

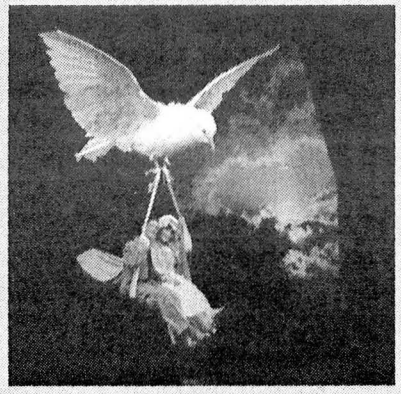
7. Quantity:

Almost always your quantity is just one. The exception is having more than one identical item. In that case you are doing a 'Dutch Auction'. Please, before you decide on using the Dutch Auction feature on eBay, be perfectly clear what a Dutch Auction is and make sure you absolutely understand how it works. I strongly recommend that you follow an ongoing Dutch Auction before starting one yourself. You would not be the first who did a Dutch Auction and came to regret it afterwards.

8. Minimum Bid:

Give the lowest amount you are willing to sell but keep in mind this is an auction. Bidders are more likely to start bidding on an item at a lower value than its actual worth. One way to get around the problem of starting the bidding at a low value but still selling at your expected high price, is to use a reserve price (see #10). That way you don't have to be afraid that your item will "go for just a buck"!

CONVENTION SLIDE IMAGES continued



9. Duration:

You can choose between three, five, and seven days of ongoing auction time. Seven is most commonly used. Generally it is better to use seven days because the longer your item is on display the more people have a chance to look it up and bid on it. Most people spend less time on the Internet during weekdays compared to weekends. If you want to use the three or five day auction option try to make it on a weekend.

At this point you have filled out all the information required and necessary to sell and could click on "review" (all the way down at the bottom of the page). And then go ahead and start the auction.

Before you do that you'll find the following optional features to choose from:

10. Reserve Price:

There is a fee to pay for this option and certain restrictions apply. Make sure you know about it. For example, you are not allowed to bid on your own item in a reserve price auction.

Some sellers use the reserve price option to make sure they get the price they want. Others use it as a safeguard against auction or Internet accidents. For example, let's suppose a network server has a problem somewhere and shuts down, leaving all it's customers without Internet access and therefore without a chance to bid! You would have liked them all to bid on your item, right? Especially this one bidder who would have paid any price.

As mentioned earlier, name your reserve price here and still start the auction on a low bid. The amount of your reserve will not be disclosed until it is reached. A successful bidder will have to reach your reserve for an actual sale to be legal and binding. In case no bidder reaches your reserve you are under no obligation whatsoever. You can still make up your mind of course and either sell at a lower price or offer your item at your price to the highest bidder. That person may agree. You can always contact the bidders and ask. A bidder might even ask you, or make you an offer. And although many bidders consider it a polite gesture to reserve first right to the highest ranked bidder, let me repeat it, because some bidders have been very aggressive in such cases, you are under no obligation to do so. You can simply start the auction all over again.

Personally, I don't think reserve prices are really very helpful. If I wish to sell only at or above a certain price, I can set the minimum bid accordingly. What good would a reserve do? I am not interested in all the low bids anyway. Some sellers, being aware of that, will tell you what the reserve is in their description. So in the end, we are back to saving on fees.

11. Boldface Title:

It's just what it says. You pay a fee for it. Look up items on eBay that use boldface titles and judge for yourself if it's worth the extra cost.

12. Featured Auction:

If you choose this option your item title will not only be listed under it's regular category, but in addition will appear in a very prominently displayed spot. Again, you decide whether it is worth the extra fee.

13. Featured in Category:

Is the same principle as in #12, the prominent spot in this case is now only at the head of your category.

14. Private Auction:

This is a possibility, but not often used.

You have come to the end of the "Add Your Item Form", click on "Review" and you will find all the information you have typed above presented to you in a slightly different format. It is meant to let you proofread your entries and if necessary make corrections. For corrections, go "back" to the "Add Your item Form" (click on "back") and make your corrections, reenter your password, then click "Review" again.

You will also find listed on the review page, the fees to pay for adding this item and your total fees owed eBay since your last payment was received. When you are done with your corrections and agree with the fee, read through the disclaimer. Having done so, at the very bottom of the page, you will find the final click: "I agree to these terms and fees".

If you click that one the auction begins. Your item is up for sale. You made it—so far.

After You Have Listed:

eBay will send you a listing confirmation through e-mail. If you don't wish to keep it, keep at least the listing number for later reference.

You might want to have a look at your item the way it is now shown on eBay to make sure it looks the way you want it. When the auction has started there is little you can change. You may change your category, and you can always add a picture or more information or comments, as much as you like (almost). But that's about it. Any mistakes you made, are kept. That is why proofreading the review page is important.

You have two emergency options if you really think you made a grave mistake and it can't be solved otherwise. Either way you may have to deal with those unhappy bidders that have

continued page 8

EBAY continued

already placed bids as well as those disgruntled bidders that were just going to bid on your item.

The first emergency option is to end the auction early. This works if no one has placed a bid yet. (Otherwise you would have to contact each person and inform them; not always a friendly discussion and besides, is not exactly correct procedure.) If bids have already been received, it is best you place a bid yourself (not possible in a reserve price auction). You are allowed to bid on your own item once, so go sky-high and make sure your bid is top bid. It is only polite to add a note along with it so that those who have already bid on your item know what's going on. They may not like it but at least you tried to explain.

When placing an item, remember, timing can influence your sale results. This is to say that the time, as well as the day when you start (and end) an auction, could influence your success. Some bidders place their bids well ahead of time but others don't and like to wait until the last minute. As mentioned before, most buyers are active during the weekend, and evenings on workdays. Auctions ending at late hours, like 2:00 a.m. don't usually do so well because everybody is asleep. eBay uses Pacific Time. You may also want to think about when to start and end an auction in terms of Time Zones. In short: Who will be sitting in front of their computers, when?

After the Auction is Over:

Once your auction is over you will receive a notification from eBay. It will tell you if your item has received bids, how much the highest bid was, and will give you the ID and e-mail address of the highest bidder. In case of a reserve price auction, it will also tell you if your reserve has been met or not. The highest bidder will receive a very similar notification but it is usually the seller who first contacts the winning high bidder if a successful sale has been reached. Your winning bidder will need to know your address and the total amount of payment due. Always include title and item number with such correspondence. It can not hurt to add your rules and regulations but overall your note should look more like a glorious invitation than a covered threat. Keep in mind your customer, although most of the time living somewhere in the continental U.S., could well be from Hawaii, Alaska, Australia, or Japan, and higher shipping costs will apply!

If your reserve was not met you still could e-mail the highest bidder with your offer, but at that point none of you is under any obligation to conduct a sale. It your item has not received a bid you can relist the item and try again. You may have to think about changing your category or title, find a better description, or lower your starting bid. Sometimes without any changes at all, just listed a second time, an item will sell very well. What if your highest bidders is not willing to agree to the sale or simply never responds to any of your mails? If you really should end up in such a rare situation eBay recommends to eventually check up on the second highest bidder. In any case, should you not be able to sell in such a case, inform eBay. And don't forget to give appropriate feedback.

At the End:

I wish to encourage you to not be afraid of using eBay. If you believe this is something you would like to do give it a try. You do not need to be a computer expert despite the computer chatter you will find surrounding it. This is no vital reality. It is common-day reality and one you can handle.

You do not need fancy pictures and elaborate designs to sell your items. Plain text with no added picture are very easy to achieve and may be all you need. Some have sold that way and done well. At the least it is a start you can build on as you go along. You can start selling items you just want to get rid of or where you do not really need a picture. Add pictures later on when you have a better understanding of the process, your needs, and requirements. Some sellers have no pictures on eBay, but offer sending picture files upon request through their e-mail. Or, what happened to me once, send a Polaroid picture! Especially when you are at a planning stage and haven't decided yet what to do, what type of scanner or digital camera to buy, what software programs you will need.

Find out if eBay has advantages for you, something to offer no one else can. There are other auction sites on the Internet and there may be more coming in the future. Perhaps some will be better for you. Online AntiqueMalls and Antique Homepages may suit your needs. Some of them are renting out 'Internet booths'. I have even found one Antique Mall promising to list your merchandise free of charge on their Antiques and Collectibles website!

eBay is changing. eBay rules can change. The Internet is a continuously changing world. Keep an eye on things and look around for what else is out there.

I hope this brief introduction will be a help for all of you, those who actually plan on using eBay as well as those who just wanted to know more about 'what's going on'. To the former: Good Luck. To the latter: Warning! eBay has been shown to induce addictive behavior. You may be next.

THE PRESIDENT'S VIEW

By Bob Hall

Sue and I have entered the wonderful world of computers. We bought our first computer system when we came back from the convention in Cleveland (with MLS member David Evan's help). We are slowly learning about it and are having a great deal of fun with it.

As part of our retirement activities we are selling antiques at antique shows and have made some sales on ebay, the service that Carl Link describes in his article in this issue of the Gazette.

We are also doing some purchasing on ebay and of course watch the items for sale under "Magic Lantern". As I write this at 11:00 a.m. on November 2, 1998 there are 839,351 items listed on ebay. Of these, 70 are listed as magic lantern items. There are individual slides, sets of slides, children's slides, 3 1/4" x4 1/4" slides, slip slides, toy lanterns, a 1910 journal for projecting, and magic lanterns. There is also a radiopticon and a cigarette lighter shaped like Aladdin's lantern.

When I went to the World Wide Web it listed 359,172 matches for "Magic Lantern". Among the top 10 were listed the Bill Douglas Centre in England, Terry Borton's American Magic Lantern Theatre, and Jack Judson's Magic Lantern Castle. Also listed in the top 10 was Container Ramp Lantern Engineering Ltd., a company which produces ramps for loading and unloading containers. So as you can see a search isn't foolproof.

However, the computer is another avenue for the magic lantern collector to find items, sell items, learn more about our hobby, and share information with one another.

Can you live without it? Sure, but like radio, T.V., Parcel Post, printing, travel, and the telephone, it is another tool to use in scratching the magic lantern itch.

MEMBERS IN THE SPOTLIGHT:

From the Adams, Massachu local paper, Oct. 7, 1998

'Magic lantern' show to be held in library, October 7, 1998

A special presentation of a form of entertainment using a Victorian magic lantern called a stereopticon will be held on Thursday, 7:00 p.m., in the Grand Army of the Republic Memorial Hall of the Adams Free Library at 92 Park St.

This free event, presented by David Brooke of Williamstown, is open to the public as part of the library's Victorian celebration.

Before the existence of motion pictures, the magic lantern provided clever amusement with animation, movement, and dissolving effects created by the projection of images hand-painted on glass.

Brooke, retired director of the Clark Art Institute, uses his Victorian Stereopticon to mix pictures, colors, music, and special effects. Most of Brooke's materials date from the Victorian era and will provide the viewers with an extraordinary glimpse of life more than 100 years ago.

Preceding this program, a free guided tour of the Adams Free Library will begin near the circulation desk at 6:15 p.m. The tour will end in the newly refurbished G.A.R. Memorial Hall in time for the evening's special program.

From the Times Weekend, England

Secret of Gower's Perfect Timing (excerpt, April 25, 1998)

Timing was always such a feature of his apparently effortless strokeplay that it seems particularly appropriate that David Gower should have a liking for antique clocks. "They're such beautiful things to look at and I love the sound," says the 41-year-old England cricket captain, cocking an ear to the background tickings and chimes at Noel and David Evans' shop in Alresford, Hampshire, not far from his home.

David Gower with David Evans behind in their clock-filled shop.

The owners of the shop—58-year-old David Evans and his distant cousin, Noel, who is 61 and was apprenticed as a watchmaker at 16—set up shop together 30 years ago. Noel is a keen cricket fan and great admirer of his customer today, one of the highest-scoring and most graceful batsmen in Test history.

WELCOME TO NEW MEMBERS

Pen Parks Andrishok
5656 400th Street S.E.
West Branch, IA 52358

Justin Kelly
157 Hudson St., Studio #1
New York, NY 10013

Adams Historical Society
c/o Eugene Michalenko
92 Park Street
Adams, MA 01220

Ben Calairi
729 Whitestown Rd.
Butler, PA 16001

MINUTES OF THE NORTHWEST CORNER

By Judie Shape

The Northwest Group of the Magic Lantern Society of the United States and Canada has managed to get together on a fairly regular basis, a great opportunity to meet, exchange ideas and share new finds and adventures.

Twelve members met August 30 for the annual Gig Harbor cookout presented by Bob and Sue Hall. Correspondence from around the country was shared. Sue offered a door prize for whoever could figure out what her mystery purchase was. Marvin Nauman offered the best solution and was awarded—you guessed it—some of the Hall's incredibly boring slides. Very favorable discussion on the just completed Cleveland convention and already looking forward to the next.

Barbecue on the deck basking in the warm Northwest sun; who could want for more. Following lunch the Hall's demonstrated the e-bay experience with a look at what was available to bid for on-line. Then down to the theatre-museum for showtime. New slides were shared. Harvey Becker demonstrated some of his slide reproductions.

November 1st the group met midst the ghosts, goblins, pumpkins, spiders, and bats at Larry Cederblom's. Halloween is always a treat for the neighborhood children (and adults) who come to see Larry's traditional extravaganza: an outdoor magic lantern show full of scares, thrills and chills with sight and sound.

Inside 10 members met. Joe Koch reported on a successful tour in the Northeast. Saw lots of relatives' gravesites and found some valuable slides, including "the overhaul of the U.S. Constitution", Hawaii in the '30s' and "the Massachusetts 6th volunteers invading San Juan". He also bought Alice a sterling "perfume vial" (which turned out to be a container for "coke" from the turn of the century) for their 56th anniversary. The Halls reported on their recent tour of the southwest and visiting 70,000 antique shops (or it felt like it) to find only one set of slides.

Pot luck dinner filled us all and we were looking for a nap place. Larry showed slides on a small overhead projector made by Buhl of Pittsburgh. Had a slide carrier to fit on top and made showing slides simple. Shared Halloween slides.

Mid afternoon we were treated to a phone call from the Old Projectionist, Bob Bishop, who shared via the loudspeaker, some of his recent adventures and how much he missed gathering with us. Bob was the originator of the Northwest group meetings. Now he lives 100 miles away.

Meeting schedule for 1999 was set. January 10 - the Shape's; May 16 - we will trek to Port Angeles to share the meeting with Bob Bishop; August 15 - Hall's; October 24 - Koch's.

CORRECTIONS, APOLOGIES, ANNOUNCEMENTS, ETC.

- In the last issue Sam Westfall and Sue Hall are getting acquainted (not Tom Rall and Sue Hall, although they got acquainted also).

- Elgin Smith, our unofficial official photographer, and Alice and Joe Koch supplied the pictures of the convention for the last issue of the Gazette.

- If you are "antiquers" like we are you may wish to send for a copy of the No-Nonsense Antique Mall Directory. It lists over 5,000 malls and locations in 48 states. Send $22.25 to FDS Antiques Inc., P.O. Box 188, Higginsport, OH 45131. Thanks to Jack Judson for this information.

For those interested in Terry Borton's venture:

The American Magic Lantern Theater Schedule available at www.magiclanternshows.com

Terry's e-mail address is: tborton@magiclanternshows.com

Ed. note: This is a really cool website. Check it out.

- Change of address:
Ron and Dorothy Easterday
17178 Seminole Rd. NE
Poulsbo, WA 98370
360-598-3023
reasterd@telisphere.com

VOLUNTEER NEEDED

By Bob Hall

A great idea came from Terry Borton. Someone who uses eBay needs to contact people who bid on magic lantern items to let them know about our society. A form letter could be stored on their computer and forwarded to perspective members, a simple operation but a bit of time will be involved. If you are willing to help forward the aims of the society, please let us know.

lantern sequences. Those U.S. members who receive the British 'Newsletter' may have seen an article in the last issue about the project.

BITS AND PIECES

1. Please save our society money and our secretary/treasurer time by getting your dues in right after the first of the year.

2. Mervyn Heard writes from Great Britain about a three-part special to be aired on the Learning Channel called "The Mysteries of Magic". It commences November 29. In the second episode (8:00 p.m./6th December) devoted to magic and science, there are various lantern sequences. Those U.S. members who receive the British 'Newsletter' may have seen an article in the last issue about the project. "In addition to straightforward magic lantern work we created a short piece on Pepper's Ghost plus a long sequence using projection on smoke, as part of a recreation of an 18th century pre-phantasmagoria seance. The episode also features some interesting antique automata, as well as electrical and chemical magic. Most spectacularly of all though—this is the show where Teller of Penn & Teller speaks!"

If the Gazette doesn't reach you in time to view these programs, watch for reruns in the spring.

3. Northwest Corner sets 1999 dates: January 10, at the new home of Ralph and Judie Shape near Seattle; May 16, in Port Angeles hosted by Bob Bishop; August 15, barbecue at the Hall's in Gig Harbor; October 24, in Auburn, Washington at Joe and Alice Koch's. You're all invited.

4. The following "thank you" note was sent to Ralph Shape from Dani Des Roches:

Thank you for the wonderful article in the Gazette about Ron. It was so sweet.

My children and I were very sorry to miss the convention this year. We weren't quite ready and it was a busy spring.

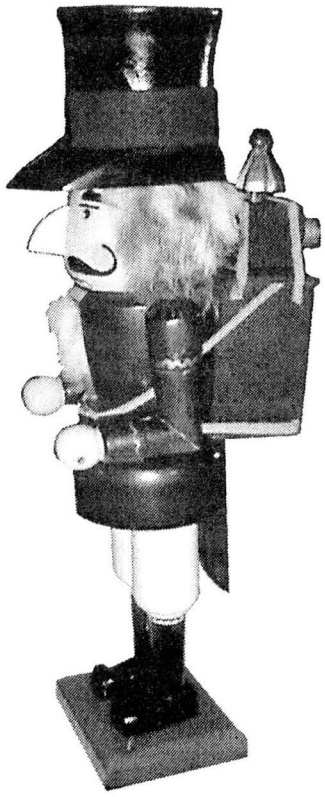
We thank you for your good wishes. Our oldest daughter graduated from college in May and has a job already. She is ready to help with magic lanterns. Our son joined the Air Force last month. And Jenny, the one that was with us in San Diego, is planning to go to the convention in Hollywood in 2000. That would be great.

Take care always, Best to you and yours.

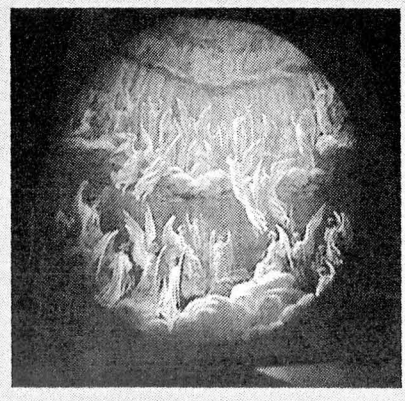
5. Quote of the month forwarded by Randy Haber, "Collecting is the only socially commendable form of greed".

CLASSIFIED:

Wanted: Photographic lantern slides, catalogs, and related ephemera. Song slides, especially Scott and Van Altena and Wheeler. Advertising slides, all categories. Coming attractions, pre W.W.II. Tom Rall, 1101 N. Kentucky St., Arlington, VA 22205, (703) 534-7612, (703) 534-0285 (fax), marketflea@aol.com.



CONVENTION SLIDE IMAGES continued



The Magic Lantern Society of the United States and Canada
Financial Report - November 1, 1998

Balance - November 1, 1997				$4,569.38
Income:				
Membership Dues	127 @ $20.	$2,540.00		
	4 @ $25.	100.00		
	1 paid in 1997			
	1 Founder			
Current membership	133	2,640.00		
1999 dues paid for 1		25.00		
(back dues for 1)		20.00		
		2,685.00		
Bank Interest Income		71.22		
Publications Sold		42.00		
Advertisements sold		5.00		
Total Income			$2,803.22	
Expense:				
Gazette; 4 issues setup, print, mail		2084.43		
Secretary/Treasurer expenses:				
Directory: Setup, print, Mail		107.38		
Postage, Labels, Copy, Envelopes	11/1/97-10/31/98	209.97		
Total Expense:			$2,401.78	
Balance				$4,970.82
Cleveland Convention:				
Income:				
Registrations		3,282.50		
Banquet		2,040.00		
Sales Tables		260.00		
Auction Income (Checks + Cash)		10,559.35		
Total Income			$16,141.85	
Expenses:				
Hotel Meeting Rooms		800.00		
Luncheon		836.22		
Lolly the Trolley		950.00		
Dinner Banquet		2,460.75		
Hospitality Suite and Refreshments		436.11		
Mailings / Postage		322.62		
Printing / Misc. Exp.		345.76		
Auction Payouts (Checks + Cash)		9,378.20		
Total Expense			15,529.66	
Convention Income				612.19
Balance November 1, 1998				**$5,583.01**
Held in checking account at Key Bank				

This report issued Nov. 1, 1998 in accordance with the by-laws. Dues for 1999 are payable Jan. 1, 1999 and must be received by March 1, 1999. Please include any additions, corrections or deletions for the 1999 directory. Feel free to write your own entry and we will try to accomodate.

Ralph Shape, Secretary/Treasurer